BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Marketing: Communications in Practice

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 2: Investigating Customer Communications** and the Pearson Set Assignment in **Unit 3: Developing a Communications Plan** as achievement towards CIM certification in the **Communications in Practice** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Certificate in Marketing BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 2: Investigating Customer Communications**
Learning aim(s)	**A** Explore segmentation, targeting and positioning **B** Understand how customers make buying decisions
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are on your marketing work placement within the marketing department of 'Healthy Snacks'. You are brand new to marketing so your manager has asked you, in the first instance, to find out about segmentation, targeting and positioning and the customer decision-making process. You can investigate businesses of your choice for this task, but one must operate in a Business to Customer (B2C) context, one must operate in a Business to Business (B2B) context and one must operate in a Not-For-Profit (NFP) context.

Task 1	In order to establish yourself in the department, you need to write a report that investigates segmentation, targeting and positioning for different customers in different buying contexts and the stages and influences of the buying decision-making process. You will need to select different customers from different buying contexts. These buying contexts include: • Business to Business (B2B) • Business to Customer (B2C) • Not For Profit (NFP) Your report must include: • Reasons and examples of different types of segmentation, targeting and positioning for at least **two** customer segments in at least **one** buying context. • A brief account of the stages of the buyer decision-making process for at least **two** different customers, giving reasons for the influences at each stage • Details of the inter-relationship between: o the different methods of segmentation, targeting and positioning for a **range** of different customers o the stages and influences on the different customers' buying decision-making process in the **three** different buying contexts • The use of varied information to consider the strengths and weaknesses of different methods of customer segmentation, targeting and positioning for a **range** of customers from the **three** different buying contexts. • The use of varied information to consider the relevance and significance of different stages and influences for the **range** of customers in the **three** different buying contexts. • Supported judgements showing the relationship between the segmentation, targeting and positioning for the **range** of customers in the **three** different buying contexts • Supported judgements showing the relevance of the stages and influences on the **range** of customers' buying decision making process in the **three** different buying contexts.
Checklist of evidence required	Report on segmentation, targeting and positioning and the buying decision making process for different customers in different contexts

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
2/AB.D1	Evaluate methods of segmentation, targeting and positioning and the stages and influences on their decision making for different customers.
2/A.M1	Analyse methods of segmentation, targeting and positioning for different customers.
2/B.M2	Analyse the stages and the influences on the customer decision-making process for different customers.
2/A.P1	Explain different types and methods of customer segmentation.
2/A.P2	Explain different methods of targeting and positioning customers.
2/B.P3	Explain the stages of the customer decision-making process for different customers.
2/B.P4	Explain the influences on the decision-making process for different customers at each stage.
Sources of information to support you with this Assignment	www.business2community.com An article identifying the four types of customer segmentation all marketers should be aware of www.entrepreneur.com An article identifying ways for businesses to communicate better with their customers www.beebusinessbee.co.uk A variety of marketing resources, including marketing concepts and clear explanations https://ccea.org.uk/business-studies Resources associated with marketing and business communication www.marketingweek.com Resources demonstrating ways in which marketers can communicate more effectively and efficiently with the public www.cio.com An article explaining 14 ways to better communicate with your target market www.cengage.com Business education resources with case studies, simulations and worksheets www.businesscasestudies.co.uk Marketing and business case study resources. The site also has a selection of theory notes aimed at learners. www.mindtools.com/CommSkll/WritingSkills.htm Tips on how to develop good communication skills
Other assessment materials attached to this Assignment Brief	*None*